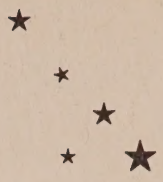


Judy Garland	*as* VICKI LESTER
James Mason	*as* NORMAN MAINE
Jack Carson	*as* MATT LIBBY
Charles Bickford	*as* OLIVER NILES
Tom Noonan	*as* DANNY McGUIRE
Lucy Marlow	*as* LOLA LAVERY
Amanda Blake	*as* SUSAN
Irving Bacon	*as* GRAVES
Hazel Shermet	*as* MISS WHEELER
James Brown	*as* GLENN WILLIAMS
Lotus Robb	*as* MISS MARKHAM

FOR THE PRODUCTION

Associate Producer VERN ALVES • *Dances Created and Staged by* RICHARD BARSTOW
"Born in a Trunk" Music and Lyrics by LEONARD GERSHE • *Orchestrations by* SKIP MARTIN • *Vocal Arrangements by* JACK CATHCART
Art Direction and Costumes for "Born in a Trunk" by IRENE SHARAFF • *Production Design by* GENE ALLEN
Costumes by JEAN LOUIS *and* MARY ANN NYBERG • *Based on the* DOROTHY PARKER, ALAN CAMPBELL, ROBERT CARSON *screen play*
From a story by WILLIAM A. WELLMAN *and* ROBERT CARSON • *Director of Photography* SAM LEAVITT, *ASC* • *Art Director* MALCOLM BERT
Sound by CHARLES B. LANG *and* DAVID FORREST • *Film Editor* FOLMAR BLANGSTED, *ACE*
Set Decorator GEORGE JAMES HOPKINS • *Special Effects by* H. F. KOENEKAMP, *ASC* • *Technicolor Color Consultant* MITCHELL G. KOVALESKI
Special Color Adviser HOYNINGEN-HUENE • *Assistant Directors* EARL BELLAMY, EDWARD GRAHAM, RUSSELL LLEWELLYN
Makeup Artist GORDON BAU • *Miss Garland's Makeup Created by* DEL ARMSTRONG, *SMA* • *Miss Garland's Hair Styles by* HELEN YOUNG

MISS GARLAND SINGS:
"THE MAN THAT GOT AWAY" • "IT'S A NEW WORLD" • "GOTTA HAVE ME GO WITH YOU" • "HERE'S WHAT I'M HERE FOR"
"SOMEONE AT LAST" • "LOSE THAT LONG FACE" • "BORN IN A TRUNK" • *AND OTHER NUMBERS*

JUDY AS ONE OF THE GUMM SISTERS—FIVE YEARS OLD

JUDY GARLAND MAKES HER STAGE DEBUT

THE GUMM SISTERS. JUDY AT THE RIGHT.

"A Star is Born" presents the incomparable Judy Garland at the peak of her many triumphs. Here are the highlights in the scintillating career of the world's most talented and glamorous entertainment personality culminating in her greatest performance in "A Star is Born"

JACKIE COOPER AND MICKEY ROONEY WISH JUDY A HAPPY SIXTEENTH BIRTHDAY

JUDY RECEIVES A SPECIAL "OSCAR" FROM MICKEY ROONEY →

JUDY AND DEANNA DURBIN IN "ONE SUNDAY AFTERNOON," JUDY'S FIRST MOTION PICTURE

JUDY IN "THE WIZARD OF OZ," WITH JACK HALEY AND RAY BOLGE

JUDY AND SOPHIE TUCKER

JUDY SINGING THE FAMOUS "DEAR MR. GABLE" NUMBER

Having sponged off her family in Grand Rapids, Minnesota, until she was three years old, Frances Ethel Gumm, in the premptory fashion that has characterized her life and career ever since, decided that the indolent life was not for her. Unfortunately, her decision was made at the precise moment her father was directing her two older sisters and a film theatre audience in a community sing rendition of "Jingle Bells." The indignity was not that she was unceremoniously dragged from the stage by her father but that she was not allowed to finish her unscheduled solo. That was the only time Frances Ethel Gumm was persuaded *not* to perform. That was also the birth of a star . . . Judy Garland, star of the Meglin Kiddie Revue . . . headliner in all the vaudeville houses in the country . . . winner of the coveted role of *Dorothy* in "The Wizard of Oz". . . star of more than thirty of the most successful films ever made . . . a box-office champion . . . winner of a special Academy Award. Judy Garland . . . she belongs to the wonderful, extravagant, brilliant world of entertaining . . . a virtuoso with a wet-eyed delight in her noble profession.

JUDY IN "FOR ME AND MY GAL"

JUDY AND FRED ASTAIRE IN "EASTER PARADE"

AN UNFORGETTABLE MOMENT FROM JUDY'S PERSONAL TRIUMPH AT THE LONDON PALLADIUM

JUDY DANCES IN "GET HAPPY"

JUDY CLOWNING, AS THE LOVABLE TRAMP OF "A COUPLE OF SWELLS"

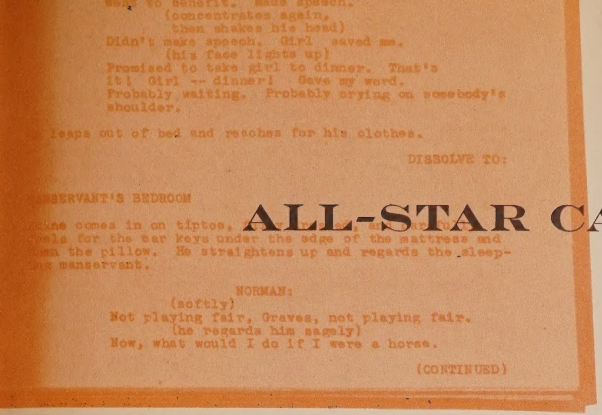
JUDY SINGING "SOMEWHERE OVER THE RAINBOW

T THE MEMORABLE PALACE ENGAGEMENT

There are more than a score of years and an ocean between Grand Rapids and the Palladium Theatre in London. There are years of apprenticeship and a thousand semesters of one-night stands . . . There is the curriculum of triumph and frustration taken in the hallowed procenium of show business. Judy Garland opened at the Palladium in April of 1951. What followed is theatrical history . . . no artist ever captured the loyalty and admiration that Miss Garland won from the British public during this engagement and those that followed in Glasgow, Manchester, Liverpool, Dublin and at the Empire Theatre in Edinburgh . . . everywhere the crowds, the excitement, the performance . . . the Hallmark of approval . . . and with it, the incentive and the encouragement to accept the greatest and loneliest experience an artist could be offered—to headline at the Palace Theatre in New York. October 17, 1951 . . . curtain time 8:30 . . . for the first time in eighteen years Vaudeville was back at the Palace . . . again the crowds, the excitement, the performance . . . and again the magic and the tears . . . as though the bewildered hearts of all the people in the world had moved quietly together and become one . . .Vaudeville was back at the Palace . . . Judy Garland had come home.

JUDY GARLAND, THE INCOMPARABLE

Miss Garland and her husband, Sid Luft, have known for four years that they would one day film "A Star is Born." Two years later the story was acquired by Transcona Enterprises from Edward L. Alperson. Mr. Jack L. Warner and his studio joined forces with Miss Garland and Mr. Luft to make the film. The talents were assembled . . . Moss Hart, George Cukor, Harold Arlen, Ira Gershwin, James Mason, Jack Carson, Charles Bickford and many others. No expense or obstacle was greater than the belief in this production. Miss Garland spent days huddling with the composers of her musical score . . . criticizing, applauding, suggesting. The first draft of the screen play arrived. Many informal production meetings were held by Mr. Warner, Miss Garland and Mr. Luft months before the day of actual filming. Every department at Warner Bros. studio was thrown open to the technicians and designers assigned to the production. On October 12, 1953, the first scene of "A Star is Born" was captured on film. From that day, belief in the project was endorsed by the interest and excitement of the entire Motion Picture Industry. With the completion of the film, this endorsement has increased a million times over again. Miss Garland and Mr. Luft know—and Warner Bros. knows —"A Star is Born" is an important accomplishment . . . but they knew it two years ago . . .


(concentrates again,
then shakes his head)
Didn't make speech. Girl saved me.
(his face lights up)
Promised to take girl to dinner. That's
it! Girl -- dinner! Gave my word.
Probably waiting. Probably crying on somebody's
shoulder.
leaps out of bed and reaches for his clothes.
DISSOLVE TO:
SERVANT'S BEDROOM
comes in on tiptoe.
for the car keys under the edge of the mattress and
the pillow. He straightens up and regards the sleep-
manservant.
NORMAN:
(softly)
Not playing fair, Graves, not playing fair.
(he regards him sagely)
Now, what would I do if I were a horse.
(CONTINUED)

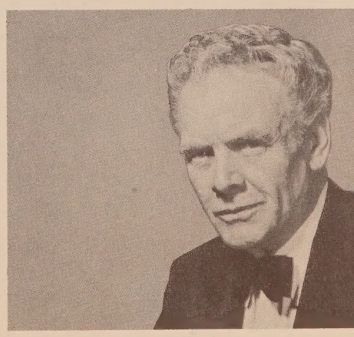
ALL-STAR CAST

JAMES MASON

It would be difficult to find in Hollywood today a more versatile or accomplished actor than Mr. Mason. His early performances in English films, notably "The Seventh Veil" and "Odd Man Out," assured him of popular acceptance on his arrival in Hollywood. Mr. Mason's prominence and versatility are best illustrated by his portrayal of Brutus in "Julius Caesar," his Rommel of "The Desert Fox" and his brilliant portrayal of Norman Maine in "A Star is Born."

JACK CARSON

Mr. Carson has come full circle in his career. His first film role eighteen years ago was as a Hollywood press agent in "Stand In." Since that time, Mr. Carson has become one of our best-known performers in films, on the stage and in radio and television. Mr. Carson's most recent stage appearance was in the New York revival of "Of Thee I Sing."



CHARLES BICKFORD

Mr. Bickford is known to generations of motion picture audiences as one of Hollywood's finest actors. His nomination for an Academy Award for his role in "Johnny Belinda" and the awards he received for his role in "Jim Thorpe—All American," testify to Mr. Bickford's importance as an American actor. His portrayal of Oliver Niles in "A Star is Born" must add to that importance.

ALL-STAR TALENTS

SIDNEY LUFT

Mr. Luft makes his debut as a major motion picture producer with "A Star is Born." He has had an extensive background in the entertainment world as a producer of Aquacades, stage musicals and motion pictures. A former test pilot and officer in the Royal Canadian Air Force, Mr. Luft has continued his interest in flying.

GEORGE CUKOR

Mr. Cukor is known among his contemporaries as a director's director. This is no idle compliment. Mr. Cukor directed such classic films as "Royal Family of Broadway," "A Bill of Divorcement," "Dinner at Eight," "Little Women," "The Philadelphia Story" and "Born Yesterday." Such names as Garbo, Bergman, Barrymore appeared in his casts. Mr. Cukor is directing Miss Garland for the first time. It is also his first color picture and his first experience with CinemaScope.

The Man Who Got A

MOSS HART

Mr. Hart is one of America's most distinguished dramatists. Mr. Hart, who won the Pulitzer Prize for "Once in a Lifetime," also wrote the memorable "Face the Music," "As Thousands Cheer," "Lady in the Dark," and "The Man Who Came to Dinner." Married to actress Kitty Carlisle, Mr. Hart lives in New York and in Bucks County, Pennsylvania.

HAROLD ARLEN

Mr. Arlen is the composer of some of the biggest musical hits ever written, but he is probably best known for the song he composed for Judy Garland, "Somewhere Over the Rainbow." Mr. Arlen wrote the scores for "Bloomer Girl," "St. Louis Woman" and "Cabin in the Sky," among a score of other successes. Equally at home in New York and California, Mr. Arlen is currently composing the score for a new broadway musical, "House of Flowers."

IRA GERSHWIN

Mr. Gershwin is one of America's foremost lyricists. His career started in 1921 when he collaborated with his composer brother, George Gershwin. Together they wrote "Lady, Be Good," "Porgy and Bess" and "Of Thee I Sing," among many others. Mr. Gershwin and his brother were the first composers to win the Pulitzer Prize for a non-dramatic broadway presentation.

A production of the magnitude and importance of "A Star is Born" demands the talents of many people, most of whom are unpublicized and unknown to theatre audiences. Their creations are not. Sam Leavitt photographed "A Star is Born" in some of the most beautiful Technicolor ever filmed . . . Color consultant Hoyningen-Huene and production designer Gene Allen supervised the construction, painting and lighting of the score of sets . . . Choreographer Richard Barstow created and directed Miss Garland in three production numbers and staged five additional musical sequences with her . . . Hundreds of extras were used throughout the filming . . . More than 160 speaking parts were cast and directed . . .

When the "Born in a Trunk" sequence was written by Leonard Gershe, designer Irene Sharaff was imported from New York to design the sets and costumes . . .

From this fusion of lustrous talent and loving labor . . ."A Star is Born."

A STAR-

SPANGLED PRODUCTION

JUDY AND JEAN SIMMONS

DORIS DAY, JUDY AND JAMES MASON

JUDY WITH HER DAUGHTER LORNA

ON THE SET

JACK L. WARNER, JUDY, STEVE TRILLING, IRENE SHARAFF AND SIDNEY LUFT

JUDY, LESLIE CARON AND ELIZABETH TAYLOR

JUDY AND ETHEL MERMAN

CLIFTON WEBB AND JUDY ON THE SET OF "A STAR IS BORN"

CAST OF CHARACTERS

Esther Blodgett ..... JUDY GARLAND

Norman Maine ..... JAMES MASON

Libby ..... Jack Carson

Oliver Niles ..... Charles Bickford

Danny McGuire ..... Tom Noonan

A Starlet ..... Lucy Marlow

Susan ..... Amanda Blake

Graves ..... Irving Bacon

Libby's Secretary ..... Hazel Shermet

Glenn Williams ..... James Brown

Miss Markham ..... Lotus Robb

PRODUCTION NOTES

A WARNER BROS. PRESENTATION OF A TRANSCONA ENTERPRISES PRODUCTION • SCREEN PLAY BY MOSS HART • PRODUCED BY SIDNEY LUFT • DIRECTED BY GEORGE CUKOR • Associate Producer Vern Alves • Songs by Harold Arlen and Ira Gershwin • "Born In A Trunk" by Leonard Gershe • Sets and Costumes for "Born In A Trunk" designed by Irene Sharaff • Musical direction by Ray Heindorf • Orchestrations by Skip Martin • Vocal arrangements by Jack Cathcart • Director of Photography Sam Leavitt, A.S.C. • Art Director Malcolm Bert • Color Consultant Hoyningen-Huene • Production Designer Gene Allen • Sound by Charles B. Lang and David Forrest • Film Editor Folmar Blangsted, A.C.E. • Choreography created and staged by Richard Barstow • Gowns by Mary Ann Nyberg and Jean Louis • Hats by Rex • Miss Garland's Makeup by Del Armstrong, S.M.A. • Miss Garland's Hair Styles by Helen Young • Assistant Directors: Earl Bellamy, Edward Graham, Russell Llewellyn.

A
STAR IS
BORN

Warner Bros. Pictures presents

JUDY GARLAND *and* JAMES MASON *in*

"A STAR IS BORN"

A TRANSCONA ENTERPRISES PRODUCTION

also starring

JACK CARSON
CHARLES BICKFORD

with

TOM NOONAN

Original Music by HAROLD ARLEN *and Lyrics by* IRA GERSHWIN
Musical Direction by RAY HEINDORF
Screen Play by MOSS HART
Produced by SIDNEY LUFT
Directed by GEORGE CUKOR

THE FORMAL NEW YORK PREMIERE
PARAMOUNT THEATRE, OCT. 11, 1954, 8:30 P.M.

A
STAR IS
BORN